

UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF MICHIGAN
SOUTHERN DIVISION

A.L.S. ENTERPRISES, INC.,

Plaintiff,

v.

Case No. 1:14-CV-500

ROBINSON OUTDOOR
PRODUCTS, LLC,

HON. GORDON J. QUIST

Defendant.

FINAL ORDER AND JUDGMENT

In accordance with the Opinion entered today,

IT IS HEREBY ORDERED that Defendant Robinson Outdoor Products, LLC's Motion for Judgment as a Matter of Law and, alternatively, Motion for New Trial (ECF No. 224) is **GRANTED**, and the May 20, 2016, jury verdict (ECF No. 209) is **VACATED**.

IT IS FURTHER ORDERED that Plaintiff ALS Enterprises, Inc.'s Motion for Attorney's Fees and Prejudgment Interest (ECF No. 218) is **DENIED** and Motion for Enhanced Damages (ECF No. 221) **IS DENIED AS MOOT**.

IT IS FURTHER ORDERED that Plaintiff ALS Enterprises, Inc.'s Motion for a permanent injunction (ECF No. 213) is **GRANTED** as follows:

1. Robinson is permanently enjoined from using the 40/200 advertising statements on products (including, without limitation, on hangtags and stickers) and all platforms that Robinson controls.

2. Within **thirty (30) days** of the date of this Order, Robinson shall: (a) send a letter, together with a copy of this Order, to each of its retailers requesting that they remove any 40/200 ad claim, in hangtags, stickers, and other forms on or affixed to Trinity products and in any Trinity promotional materials and, if the retailer has a website still displaying the 40/200 ad claim, from such website; and (b) send a letter, together with a copy of this Order, to all of its pro staff and outside sales representatives instructing them to stop using the 40/200 ad claim and to remove any remaining 40/200 hangtags or stickers from retailer sales floors during in-store visits.
3. Within **thirty (30) days** of this Order, Robinson shall send a letter, together with a copy of this Order, to any party that maintains a hunting-related website (i.e., www.bowhunting.net) or other platform that may contain any reference to the 40/200 ad claim requesting such party to remove the reference from its website.
4. Within **forty-five (45) days** of this Order, Robinson shall file a notice with the Court verifying its compliance with this Order.
5. Nothing in this Order shall be deemed to preclude Robinson from referring to, or promoting, its Trinity technology in a non-misleading manner.

This case is concluded.

Dated: January 30, 2017

/s/ Gordon J. Quist
GORDON J. QUIST
UNITED STATES DISTRICT JUDGE